**Individual Peer Evaluation Form**

Your name: Isabella Sturm

Write the name of your classmate you are preparing this review for in the designated column. Using a scale of 1-4 (1=strongly disagree; 2=disagree; 3=agree; 4=strongly agree) answer each question. If you aren’t able to answer the question based on what is posted in the discussion board, reach out to your classmate for more information via the discussion board. Total the numbers in each column. **Make sure to answer the questions on the 2nd page.**

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| Evaluation Criteria | Peer Name:  Binay Jena |
| Has plan in place to complete course project. | 5 |
| Has found datasets/data sources to support project idea. | 5 |
| Has solidified project idea. | 5 |
| Has identified resources for project. | 5 |
| Topic is related to data science and demonstrates topics learned to date through program. | 5 |
| Risks and potential issues have been identified. | 5 |
| TOTALS | 30 |

Feedback on Individual’s project topic:

1. How clear is the classmates project topic? What questions does their topic make you consider?

The topic is very clear. The preliminary analysis is thorough as well with a clear scope defined.

1. What risks or issues should your classmate consider while working on their project?

While reading through the preliminary analysis, it seems I had interpreted some of the graphs differently. For instance, when looking at the bar charts of members that have exited or not, France has the most data, but relative to the number of members that have not left, Germany has what seems about half the customers leave the bank. Is this due to limited data skewing the results or is this a significant thing to account for – how can the bank retain customers in Germany.

1. Additional suggestions/comments that might be beneficial to your peer?

I think the current analysis is well done. Just as mentioned above, it seems like it could be important to consider how the data is distributed, if you are looking at factors that determine churn. Location could be important to figure out how to retain more customers in areas with high churn – if there is limited data, how can you get more data to get better predictions. Same could go for each factor – is it roughly evenly distributed. If not can more data be collected or generated for better predictions?

Adapted from a peer evaluation form developed at Johns Hopkins University (October, 2006)